

ABSTRACT

[0088] A method and apparatus for generating search results with higher relevancy. More specifically, the present invention provides a listing of narrowing or related search terms based upon the search term submitted by the user. The present invention effectively guides users to narrow their search by guiding users to select or click on highly related search terms. In one embodiment, the listing of the highly related search terms is generated in accordance with sales and/or click information, e.g., via scoring of search terms that is premised on sales and/or click information.